

**REMARKS/ARGUMENTS**

In response to the Examiner's Office Action of August 04, 2009 issued in relation to the present Patent Application, the Applicant submits Amendments to the claims, and the below Remarks.

Claims 1-3, 10, 12, and 29 are presented for examination. Claim 1 is an independent claim.

***Regarding 35 USC 103 Rejections***

Claims 1-3, 10, 12 and 29 are rejected under 35 USC 103(a) as being unpatentable over Murphy et al (US 4,554,446) in view of Lazzouni et al. (US 5,661,506).

In the claimed invention there is a link between the coupon and the product item. The machine-readable coded data is on the coupon, which is on the product item. There is no need to scan the item and separately scan the coupon. By scanning the coupon, the product item is scanned and identified. It is verified whether the product item on which the coupon appears was legitimately purchased, not merely any item specified by the coupon issuer as is the case in Murphy. Coupon redemption is directly linked to product item purchase. Each product item can only be used in redemption one.

Murphy in view of Lazzouni also fails to teach a database containing purchase data for respective product items.

Since the combination of prior art fails to teach each of the limitations of the claimed invention, claim 1 and all claims dependent on claim 1, are allowable.

**CONCLUSION**

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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